This investigation asks a simple question: what colours are birds attracted to? The birds in this investigation were shown feeders that had different colours (red, orange, blue, green and white).

**Date:** 3rd July to 7th July 2013.

**Overview**

**What colours are birds attracted to?**

We will never know whether birds see or recognise colours in the same way that humans do. Still, we can make an educated guess. Male birds tend to have beautiful, colourful feathers, making them attractive to female birds. A bird’s eye makes up almost 15% of its body’s weight. In comparison, the human eye makes up only about 1% of our body’s weight. A bird’s eye has cones. Researchers who have examined these cones assert that there is a diverse range of coloured oil droplets and visual pigments in these cones, and that his means that birds have a very highly developed sense of colour recognition.

**Materials**

The materials required for the experiment are as follows:  
  
-    5 bird feeders  
-    a pack of sunflower seeds

**Procedure**

1.    For this experiment, the independent variable is the colour of 5 bird feeders (red, orange, blue, green and white). The dependent variable is the number of birds that visit each feeder. This is determined by observing and counting how many birds visit each feeder. The constants (control variables) are the amount of time allocated as feeding time, the type of bird food used, and the size of the bird feeders.  
  
2.   Arrange the bird feeders such that they are each 3m apart from one another.   
  
3.   Feed the birds only once a day, in the morning between 8:00 am and 10:00 am. Fill the trays in the feeders with sunflower seeds. Count how many birds feed at each feeder and record this in the table below.  
  
4.    Over the next 4 days, randomly change the position of the bird feeders. Are the birds still attracted to the same feeders? Does the colour or location of the feeders play a bigger role? Repeat procedure number

5. Ensure that the birds are fed only once a day and feeding should occur at the same time each morning.

**Safety**

None

**Observation**

Of all the feeders, the birds were most attracted to the red one. This was followed by the orange feeder.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Number of birds that visit the bird feeders | | | | |
|  | Red | Orange | Blue | Green | White |
| 1 | 5 | 3 | 0 | 2 | 2 |
| 2 | 8 | 6 | 1 | 1 | 0 |
| 3 | 12 | 8 | 1 | 1 | 1 |
| 4 | 15 | 9 | 0 | 2 | 2 |
| 5 | 17 | 10 | 2 | 2 | 2 |
| Total | 57 | 36 | 4 | 8 | 7 |

**Conclusion**

After finishing the investigation and concluding all the information in a data table and graph, it shows that of all the feeders, the birds enjoyed eating from the red feeder the most.